

AMENDMENTS TO THE CLAIMS

Claim 1 (Current Amended): A method of customizing at least one of a products and or services offered by an out-of-home provider to ~~a customer's~~ personal preferences; of a customer for a service or product, the out-of-home provider being a provider of multiple services or products to the customer outside the home of the customer, the method comprising:

creating a customer profile;

collecting data about a the preferences of a customer's ~~preferences~~ thereby to create a database containing the customer profile;

storing the collected data in the customer profile; and

using a decision tree together with the customer profile to customize ~~the customer's an~~ out-of-home selected product or service experience for the customer, the selected product or service being based on the collected data, and

generating a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider.

Claim 2 (original): A method as claimed in claim 1 wherein the out-of-home provider is a resort or entertainment operator.

Claim 3 (Currently Amended): A method as claimed in claim 1 including integrating the customer preferences, customer profile and available facilities thereby to ~~improve~~ match the out-of-home ~~experience preferred product or service for the customers and patrons of facilities out-of-home.~~

Claim 4 (Currently Amended): A method as claimed in claim 1 including ~~the steps of~~ integrating the facilities of the out-of-home provider facilities with desires preferences of the a customer, and matching the facilities with the ~~desires~~ preferences of customers.

Claim 5. (Currently Amended): A method as claimed in claim 1 including ~~the~~ forming the customer profile from data obtained from the customer, the customer being a repeat user of one or more facilities of the ~~operator~~ provider.

Claim 6 (Currently Amended): A method as claimed in claim 1 including ~~enhancing the generating a~~ match between ~~the a~~ facility of the provider and the preference of a customer desires, the ~~enhancement~~ match being effected by applying data obtained from historical records relating to preferences of the customer, the historical records having been received and entered as data into the database.

Claim 7. (Currently Amended): A method as claimed in claim ~~4~~ 3 wherein integration affects a match between customer preferences ~~of the future~~ with ~~the a~~ variety of vacation, accommodation, entertainment and travel packages ~~available, preferably, as provided by the operator.~~

Claim 8. (Cancel): A method as claimed in claim 1 including attaining an improved level of customer satisfaction and at the same time attaining and implementation of the operator's facilities thereby to enhance the operator's business..

Claim 9 (Currently Amended): A method as claimed in claim 1 wherein the ~~operator~~ provider controls the input to a data environment relating to ~~the~~ information of the customer.

Claim 10 (Currently Amended): A method as claimed in claim 9 wherein ~~such the data~~ environment is selectively a profile of the customer, including selectively at least one of the customer family details, being selectively at least one of the size of the customer family, age of the customer family and out of home preferences of the customer or family ~~when they have an out of home experience.~~

Claim 11 (Currently Amended): A method as claimed in claim 1 wherein the out-of-home ~~experience~~ product or service includes at least one of travel mode, accommodation, entertainment or dining.

Claim 12 (Currently Amended): A method as claimed in claim 1 wherein the out-of-home ~~experience~~ product or service includes at least several of travel mode, accommodation, entertainment or dining.

Claim 13 (Currently Amended): A method as claimed in claim 1 including dynamically changing the ~~operator's~~ database of the provider according to changes in the customer profile.

Claim 14 (Currently Amended): A method as claimed in claim 1 including dynamically changing the ~~operator's~~ database of the provider according to changes in available facilities.

Claim 15. (Currently Amended): A method as claimed in claim 13 ~~including dynamically wherein the changing~~ of the operator's database of the provider is according to changes in available facilities of the provider.

Claim 16. (Currently Amended): A method as claimed in claim 1 wherein the ~~operator~~ provider operates a database of products and services, selectively including ~~one or more at least one~~ of travel mode, vacation choice, entertainment choice and dining choice.

Claim 17. (Currently Amended): A method as claimed in claim 1 wherein there ~~is~~ are at least two data environments, a first data environment being a customer data environment and a second data environment being ~~of~~ products and services, and including matching the data environments by a recommender algorithm such that preferences of the customers ~~desires are~~ is strategically matched with the ~~available~~ services and products of the provider.

Claim 18. (Currently Amended): A method as claimed in claim 1 wherein the customer profile includes an entry of ~~the~~ current bibliographical data of ~~a~~ the customer, and ~~relating including~~ current data of the customer to past bibliographical data of the customer.

Claim 19 (Currently Amended): A method as claimed in claim 1 including ~~creating an integration of~~ integrating an itinerary, entitlements, customer profile, accounting, reporting, and pricing so as to be contained in the database.

Claim 20 (Currently Amended): A method as claimed in claim 1 including integrating the requirements of the customer, the customer being permitted to selectively accessing the to a data system established by the method, the access being by at least one of a personal telephone call, or internet access, a travel agent for the customer, groups sales personnel for the customer or wholesalers personnel for the customer.

Claim 21 (Currently Amended): A method as claimed in claim 1 ~~including generating a time line for affecting a communication stream to a customer to enhance the out of home experience, the communication stream being mailings relating to entertainment services including at least one of sport activities or dining.~~

Claim 22. (Currently Amended): A system of customizing products and services offered by an out-of-home provider to ~~a customer's~~ personal preferences of a customer for a service or product, the out-of-home provider being a provider of multiple services or products to the customer outside the home of the customer, the system comprising:

- a ~~database of~~ containing data relating to a customer profile;
- an input for collecting data about ~~the preferences of a customer's preferences;~~
- ~~the a~~ data storage for storing the collected data in the customer profile; and
- a software algorithm including a decision tree operable with a customer profile to customize ~~the customer's an out-of-home experience~~ selected product or service for the customer, the selected product or service being based on the collected data, and
software for generating a time line for affecting a communication stream to a the customer to the communication stream being a series of mailings to an address of the customer, the series being mailings separate in time prior to the arrival of the customer at a facility of the provider.

Claim 23. (original): A system as claimed in claim 22 wherein the out-of-home provider is a resort or entertainment operator.

Claim 24 (Currently Amended): A system as claimed in claim 22 including software for integrating the customer preferences, customer profile and available facilities thereby to ~~improve~~

match the out-of-home ~~experience~~ preferred product or service for customers ~~and patrons of facilities out of home.~~

Claim 25. (Currently Amended): A system as claimed in claim 22 including software for integrating the facilities of the out-of-home provider ~~facilities with desires~~ preferences of the a customer, and matching the facilities with the ~~desires~~ preferences of customers.

Claim 26. (Currently Amended): A system as claimed in claim 22 including software for ~~enhancing~~ generating a the match between the a facility of the provider and the preferences of a customer ~~desires~~, the ~~enhancement~~ match being effected by applying a recommender integrator software so as to apply ~~applying~~ data from historical records relating to preferences of the customer, the historical records having been received and entered as data into the database.

Claim 27. (Currently Amended): A system as claimed in claim 22 including ~~into~~ integration software for affecting a match between customer preferences ~~of the future with the~~ a variety of vacation, accommodation, entertainment and travel packages ~~available, preferably, as provided by the operator.~~

Claim 28 (Currently Amended): A system as claimed in claim 22 wherein such database is includes selectively a profile of the customer, including selectively at least one of customer family details, being selectively at least one of the size of the customer family, age of the customer family and preferences of the customer or customer family ~~when they have an out of home experience.~~

Claim 29 (Currently Amended): A system as claimed in claim 22 wherein the software matches the out-of-home ~~experience~~ product or service including at least one of travel mode, accommodation, entertainment or dining.

Claim 30. (Currently Amended): A system as claimed in claim 22 wherein the software matches the out-of-home ~~experience~~ product or service including at least several of travel mode, accommodation, entertainment or dining.

Claim 31. (Currently Amended): A system as claimed in claim 22 including software for dynamically changing the ~~operator's~~ database of the provider according to changes in the customer profile, and dynamically changing the ~~operator's~~ database of the provider according to changes in available facilities.

Claim 32 (Currently Amended): A system as claimed in claim 22 wherein there ~~is~~ are at least two database environments, a first database environment being a customer data environment and a second database environment being of products and services, and including software for matching the databases by a recommender algorithm such that the preference of the customers ~~desires are~~ is strategically matched with the available services and products.

Claim 33 (Currently Amended): A system as claimed in claim 22 including components for ~~integration of integrating an~~ itinerary to enhance match the out-of-home ~~experience~~ preferred product of service of a customer, entitlements to a customer, the customer profile, accounting, reporting, and pricing so as to be contained in the database.

Claim 34. (Currently Amended): A system as claimed in claim 22 including components for integrating the requirements of the customer, the customer ~~selectively~~ accessing the data system by at least one of a personal telephone call or internet access, a travel agent for the customer, groups sales personnel for the customer or wholesalers personnel for the customer.

Claim 35. (Currently Amended): A system as claimed in claim 22 ~~including software for generating a time line for affecting a communication stream to a customer to enhance the out-of-home experience wherein the communication stream are mailings relating to entertainment services including at least one of sport activities or dining.~~

Claim 36 (New): A method of customizing at least one of a products ~~and~~ or services offered by an out-of-home provider to personal preferences, of a customer for a service or product, the out-of-home provider being a provider of multiple services or products to the customer outside the home of the customer, the method comprising:

creating a customer profile;

collecting data about a the preferences of a customer thereby to create a database containing the customer profile;

storing the collected data in the customer profile; and

using a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service including dining.

Claim 37 (New): A method of customizing at least one of a products~~and~~ or services offered by an out-of-home provider to personal preferences; of a customer for a service or product, the out-of-home provider being a provider of multiple services or products to the customer outside the home of the customer, the method comprising:

creating a customer profile;

collecting data about a the preferences of a customer thereby to create a database containing the customer profile;

storing the collected data in the customer profile; and

using a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service including travel mode, accommodation, entertainment and dining.

Claim 38 (New): A method as claimed in claim 36 including dynamically changing the database of the provider according to changes in the customer profile.

Claim 39 (New): A method as claimed in claim 36 including dynamically changing the database of the provider according to changes in available facilities.

Claim 40. (New): A method as claimed in claim 38 wherein the changing of the-database of the provider is according to changes in available facilities of the provider.

Claim 41 (New): A method as claimed in claim 37 including dynamically changing the database of the provider according to changes in the customer profile.

Claim 42 (New): A method as claimed in claim 37 including dynamically changing the database of the provider according to changes in available facilities.

Claim 43. (New): A method as claimed in claim 41 wherein the changing of the-database of the provider is according to changes in available facilities of the provider.

Claim 44 (New): A method as claimed in claim 36 including generating a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider.

Claim 45 (New): A method as claimed in claim 37 including generating a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider.